

ABSTRACT OF THE DISCLOSURE

A method for processing and manipulating data and measurement data with a predetermined objective, which data and measurement data have been obtained by and further to confrontation of respondents with visual stimuli, includes the steps: predetermined physiological activities and reactions of respondents are measured and recorded using known equipment, and/or response of respondents to questions posed, relating to the stimuli presented, are recorded. The method is carried out in such a way that the data recorded in step a1) are then processed automatically by comparison with the geometry and positions of all stimulus elements, such that it is established, per respondent and per stimulus, on which of the relevant elements thereof the respondents have fixed their gaze, that it is then determined individually for all relevant elements of all stimuli how many respondents fixed their gaze on which relevant elements and, respectively, how many respondents formed what opinions on these.